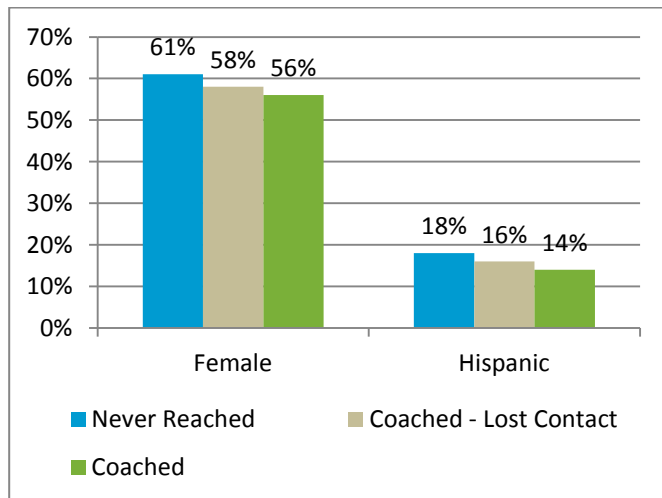


Association with Other Smokers Affects Likelihood of Taking Coaching Calls

Of the clients who enrolled in ASHLine coaching services between July 1, 2010, and February 29, 2012, 82% were reached for coaching. In an effort to increase this percentage, ASHLine conducted a rigorous analysis to learn more about the clients who enrolled but never took a coaching call. While there are many barriers to client contact over which ASHLine has no control, certain information collected at intake may help ASHLine develop novel strategies to further engage clients in our services. The present report compares differences in client intake data between those enrollees who received and those who did not receive coaching. The former group was broken down into clients with whom ASHLine lost contact after at least one coaching session (coached-lost contact), and clients who were in contact with their coaches at the time of exit (coached).

Differences in demographics, level of tobacco dependence, social support, and health indicators were evaluated. Three areas of significant difference were gender, Hispanic ethnicity, and others smoking in the client's home.

Figure 1. Gender and Hispanic Ethnicity by Group

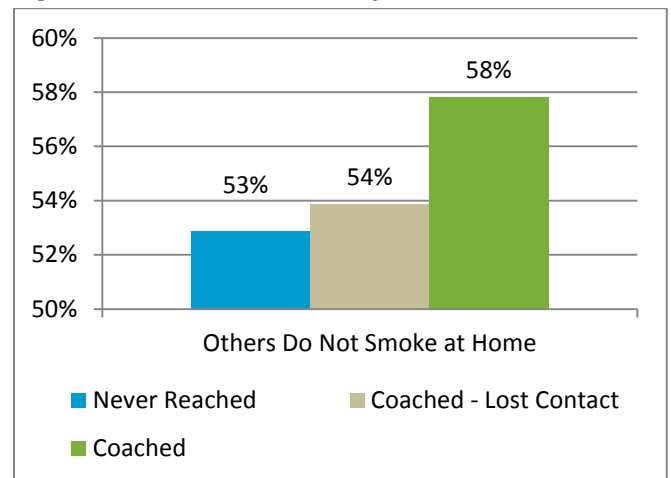


Overall, ASHLine serves more women than men (almost 58% of clients are women). However, a larger

proportion of women enrollees are never reached (61%) than those who are coached (56%) or coached and lost contact (58%). There is a similar pattern for Hispanic ethnicity. Overall, approximately 16% of ASHLine clients identify as Hispanic, but of the clients who are never reached for coaching, more than 18% are Hispanic. See Figure 1.

When asked whether others smoked at their home, clients who were reached for coaching were the most likely to say that no others smoked at home (58%) while clients who never took a coaching call were the least likely to report that others did not smoke that their home. The group exited because they were unable to be reached was between the other two groups on this measure. See Figure 2.

Figure 2. Do others smoke at your home?



Clients who are around people who smoke are less likely to take a coaching call than clients who spend time with nonsmokers. Armed with this information, it might be possible to develop brief interventions that address client issues or concerns specific to their needs. For instance, if a client reports living with other smokers, we may be able to suggest that the client invite family members to enroll, thereby further engaging the client in the quit attempt.

Appendix: February 2012 Statistics and Demographics

Summary Statistics	Value
# Incoming Calls	1,745
# Coaching Calls	3,428
Avg # Coaching Calls for Exited Clients	4.0
Quit Rate	31%
# Referrals	1,151

	Enrolled (N=764)	Information Only (N=383)	Total (N=1,137)
Gender			
Male	292	34	316
Female	468	42	510
Unknown/Missing	4	307	311
Race			
White	573	5	578
African American	44	0	44
Asian	8	0	8
Hawaiian	6	0	6
American Indian	16	1	17
Multiracial	25	2	27
Other Race	92	0	91
Unknown/Missing		375	375
Ethnicity			
Hispanic	110	3	113
Non-Hispanic	599	5	604
Unknown/Missing	55	375	430
Age			
Less than 18	2	1	3
18-24	46	13	59
25-34	111	25	136
35-44	135	37	172
45-54	200	54	254
55-64	170	42	212
65-79	96	34	130
80+	2	1	3
Unknown/Missing	2	176	178

